

Making Money from Digital Platforms and Rights

Dates & Venues

ITF short courses are run at venues around the U.K. For dates and locations visit the website or email bookings@indietrainingfund.com
All venues have disabled access

Times

Register from: 9.45am
Session: 10am-1.30pm

Max. attendees 12

Maximum of two delegates per company.

Eligibility

ITF courses in London are open to ITF members, Pact members and freelance industry professionals with two years proven work experience. ITF courses supported by additional funding from national and regional agencies are open to industry professionals from the relevant region. Please note our courses are not suitable for students or new entrants.

Booking

To find dates, check availability & to book visit www.indietrainingfund.com or contact: bookings@indietrainingfund.com

More info

*Find out more about the Indie Training Fund and how to become a member: www.indietrainingfund.com

A half-day introductory workshop to help production companies and interactive agencies understand how to make money from digital platforms, and to exploit the content rights in both broadcast and corporate markets.

Content:

- Current examples; what's working & what's making money
- What rights do you own and what can you exploit?
- What sells on new platforms?
- Opportunities in Broadband, Video on Demand, IPTV, Mobile, non-broadcast corporate and branded content
- Collaborative teamwork of TV and digital interactive production
- International opportunities
- Future trends in the market

Format:

Delegates will be required to choose and bring a project on the day that they wish to develop as a multiplatform project during the workshop.

Attendees:

Designed as an introductory course for TV and digital media production companies this course will benefit those requiring an overview of exploiting content on TV, digital media, interactive and 360 platforms.

The workshop leaders:

Peter Cowley, digital media consultant & former MD of Digital Media at Endemol UK. He was responsible for the successful extension of several high-profile TV shows onto digital channels (eg C4's "Big Brother", "Deal or No Deal" etc), and is a pioneer of web series including "The Gap Year"(C4) and "Beat" (both Bebo), "Signs of Life" (BBC), "Cell" (02), and "Kirill" (MSN). Peter is an inspirational speaker and trainer on all things digital.

Justin Judd, founder of i-Rights, which is one of the leading companies in the international distribution and exploitation of new and existing content on digital platforms like social networks, IPTV and mobile. He was formerly Controller of Interactive at Granada TV.

This workshop has been planned in partnership with Pact